

STATEMENT OF WORK

I. Introduction

A. Background/Need

Developed by the Centers for Disease Control and Prevention (CDC), *CDCynergy* is rapidly becoming the planning tool of choice among health educators, health professionals, communicators, and educators at local, state, national and international levels. *CDCynergy* helps health professionals: use research to describe and determine causes of health problems that will be addressed with program intervention; profile specific audiences affected by a particular health problem; explore a wide range of possible strategies for addressing specific health problems; and select strategies that show the most promise to help specific audiences. *CDCynergy* provides a detailed, 52-step tutorial, case examples, more than 100 Internet resources, 300-400 electronic resources, a diverse media library, and a cumulative evaluation plan. The program also provides the user with a word processing template to aid in writing a detailed intervention campaign. This is a rich and complex resource that can only be used effectively with appropriate training.

Although *CDCynergy* training has reached many parts of the country, there are many other geographic areas where *CDCynergy* has not yet been diffused due to a lack of trainers. Given severe state budget restrictions, many health professionals cannot travel to national meetings where *CDCynergy* training is traditionally provided and are requesting access to more local/regional trainings. More professionals with expertise in health communications must be certified as *CDCynergy* trainers to meet the increased programmatic demand, particularly in underserved regions experiencing health disparities (e.g., Alabama, Florida, Louisiana, Mississippi, New Mexico).

To date, few health/medical librarians have been exposed to *CDCynergy* or been trained to provide instruction on its use to their colleagues or health professionals. Training health librarians is particularly important given their interface with the general public, health care providers, and the public health workforce.

B. Purpose and Objectives

The overall goal of this project is to improve public health by expanding the network of *CDCynergy* trainers who can teach public health professionals and others to improve the effectiveness of their health communications planning, implementation, and delivery. This will be accomplished through 3 objectives:

- Planning, conducting, and evaluating a two-day *CDCynergy 3.0* Train-the-Trainer session in the Washington, DC area for 14 health educators and 16 health sciences librarians. Following the training, each participant will be expected to conduct at least two training sessions for health/library professionals in their local/regional areas within 12 months.

- Supporting the capacity of the newly trained *CDCynergy* trainers to conduct *CDCynergy* trainings in their state/local areas by including them in listservs, conference calls, website postings, and other aspects of the existing network training infrastructure to support and promote high quality *CDCynergy* training.
- Evaluating the partnership/exchange between health educators and medical librarians who are *CDCynergy* trainers in their knowledge and use of various health information databases and other electronic resources that can enhance the effectiveness of public health interventions.

II. Vendor requirements

A. General Requirements

1. Independently, and not as an agent of the Government, the contractor shall furnish all necessary labor, materials, supplies, equipment, and services needed to complete this project according to the proposed statement of work.
2. All work performed under the procurement shall be monitored by the Project Officer.

B. Specific Requirements

1. Overview

- a. Vendor must have knowledge of the public health workforce and experience with *CDCynergy* train-the-trainer workshops.
- b. Vendor must be able to demonstrate that it has established lines of communication with the network of *CDCynergy* trainers and public health educators.

2. Personnel

- a. Vendor must be able to work with an Advisory Committee composed of three National Network of Libraries of Medicine (NN/LM)
- b. Outreach Coordinators and three experienced *CDCynergy* trainers
- c. Vendor staff must possess Master of Public Health (MPH) or MPH/Certified Health Information Specialists (CHES) degrees/certification
- d. Vendor staff must be experienced with developing or operating the nationwide *CDCynergy* Training Network.

3. Reports

- a. Vendor shall submit to the project officer the following reports:
 1. Project evaluation and logic models
 2. List of selected participants for the workshop
 3. Progress reports
 4. Final Report
- b. The proposal shall have proposed completion dates for each of these reports.